



CHEMICAL STOCKPILE EMERGENCY PREPAREDNESS PROGRAM (CSEPP)

PAST | FUSION
ACADEMY
AT ARGONNE NATIONAL LABORATORY

SPOKESPERSON FOR PUBLIC INFORMATION OFFICERS/ PUBLIC AFFAIRS OFFICERS

FEBRUARY 28, 2023

Course Overview: This one-day MR502 Spokesperson Training is designed for public information officers (PIOs) and public affairs officers (PAOs) to prepare participants to work confidently with the news media and make their points more effectively before, during, or after an emergency event. Participants will engage in a variety of intense and fast-paced news interviews, including one-on-one, on-camera, and remote on-camera interviews. Message mapping development, interview preparation, remote staging methodology, and news conference stagecraft will be emphasized and reinforced throughout this workshop.

Course Points of Contact:

- Gayle Perez, Pueblo County Sheriff's Office, CSEPP PIO; Office: (719) 583-6222; Cell: (719) 250-2855; E-mail: perezg@pueblocounty.us.
- Eric Singer, Argonne PAST Fusion Academy; Cell: (719)661-2674; E-mail: ssinger@anl.gov.

Training Location: Pueblo County Emergency Operations Center, 101 West 10th Street, Pueblo, Colorado, 81003.

***Course Agenda:**

- 8:00 AM Facility Opens/Participants Arrive
- 8:30 AM Welcome: Class Introductions
- 9:15 AM Unit 1: Developing Key Messages
- 10:00 AM Unit 2: The Art of the Interview
- 11:00 AM Unit 3: Prepare "Remote" On-Camera Interviews
- 12:00 PM Lunch on your own
- 1:00 PM Unit 4: Remote Interviews
- 2:30 PM Unit 5: On-Camera Interviews
- 3:45 PM Unit 6: News Conference Stagecraft
- 5:00 PM Course Wrap-Up/End of Day

**Course agenda subject to change*